

Dear Retailer:

Thank you for accepting this promotional kit from your wholesaler. The kit contains Marlboro Country Store point-of-sale materials announcing to your customers that the biggest promotion of the year is taking place in your store! Last year's Marlboro Adventure Team promotion was such an overwhelming success that we're back with an even hotter promotion - the Marlboro Country Store. Your customers already know how it works, make sure they know you are part of it!

The kit includes a 50 pack display, poster, static cling/door sign, change mat, street sign and a catalog Take One box. It also includes a survey we would like you to fill out. Your input is very important to Marlboro.

To show our thanks we will send you a special gift from Marlboro just for sending back your survey and displaying the enclosed materials in your store.

All of us at Philip Morris thank you for your efforts and continuing support.

67677

6767